

Events

European Distribution and Legal Enforcement Strategies

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Online marketplaces like Amazon and eBay are reshaping the retail landscape across Europe, bringing significant new challenges for brands. In particular, online marketplaces are compelling brands to rethink distribution strategies to prevent harm to brand equity that can arise from a proliferation of free-riding unauthorized sellers.

Join Vorys eControl on June 25, 2020 at 11:00 a.m. ET as we discuss distribution and legal enforcement strategies that brands can implement to maximize their online marketplace opportunities. In particular, we will discuss:

- the benefits of selective distribution;
- how selective distribution criteria can be implemented to drive desired distribution environments – both off and online; and
- the legal bases for enforcing against unauthorized sellers.

To learn more and to register, [click here](#).